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Author:

Title:

Selling it to the advertiser

Place:

[Philadelphia]

Date:

[1915]

94-82136-11

MASTER NEGATIVE #

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BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

BDJN233
253
F224 [Farm journal]
Selling it to the advertiser; a book of facts
for the agent to tell his client. [Philadelphia]
Wilmer Atkinson co., c1915.
96 p. fold. chart. 19 cm.

Folded chart attached to back cover.

RESTRICTIONS ON USE:

TECHNICAL MICROFORM DATA

FILM SIZE: 35mm

REDUCTION RATIO: 9x

IMAGE PLACEMENT: IA IIA IB IIB

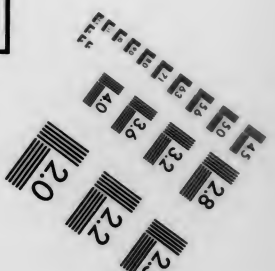
DATE FILMED: 6/16/94

INITIALS: DG

TRACKING #: MSH 01545

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.

PM-MGP 13"x18"
METRIC GENERAL PURPOSE TARGET
PHOTOGRAPHIC

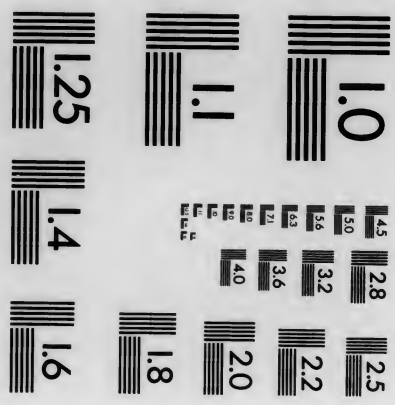


150 mm

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A4

A5



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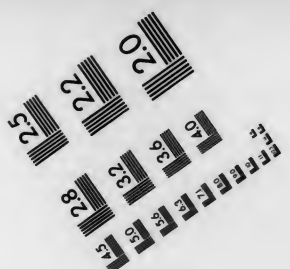
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PRECISIONSM RESOLUTION TARGETS



1303 Geneva Avenue
St. Paul, MN 55119

Selling It to the Advertiser



TRADE MARK REG. U.S. PAT. OFF.

D253 F224

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"Unlike any other paper"

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THE FARM JOURNAL

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1912-1919

Selling It to the Advertiser

A Book of Facts
for the Agent to
Tell His Client.

Copyright 1915
WILMER ATKINSON CO.

Business

DEDICATED TO OUR FRIENDS
THE ADVERTISING AGENTS

D 253
F224

HEC Feb. 1, 1929
ASP " 19 "

Author's Note

"Selling It to the Advertiser," is an attempt to put in findable form the facts that are often asked of agencies by advertisers. There is no intention of saying how space in *The Farm Journal* shall be sold—for the agent invariably knows more about that than we ever will. Please accept this little book, therefore, as a factful indexed reference volume—and observe the right-hand pages open for your notes and constant reminders.

Selling It to the Advertiser

I.

On Being "From Missouri"

Before you sell space in any medium, or before you let your client do any advertising at all, get into his mind the idea that his advertising is done to get results.

Yes, this sounds primary, but even yet there are too many manufacturers who make miserable the life of their agency because they do not thoroughly understand the difference between mere publicity and real advertising.

Insist that your client is entitled to results, whether he is planning an inquiry-

Index on pages, 91, 92, 93

If you think of any advertiser, client or prospect, who needs to know what is said opposite, put his name here as reminder

bringing campaign, a direct-sales effort or a general publicity series. He should get results, or quit.

In one case, results will be traceable through inquiries, or through orders; in another, only the increased volume of business will be in evidence to show that the advertising is profitable. But, in the long run, the advertising must do more than make good—it must show that it has made good. (Our “Tell-tale Book” has been a fine help in educating advertisers to separate the “robber papers” from the “producers.” It will pay you to keep them interested in increased accuracy in record-keeping. See page 94.)

The squirrel wastes no time with empty nuts;
neither should you with unpaying papers

Have “Tell-Tale Books” sent to:

[Have your secretary copy the above names;
don't tear out this page!]

II.

Judgment—Not Sentiment

Having firmly established the fundamental idea that advertising, like all business, is done only to produce profits (results), get your client to realize that advertising media are to be judged solely on the basis of the returns they give.

Make it as clear on his mind, as it already is on yours, that an acquaintance with the various media and their representatives is a fine thing, but that a very much more useful and dependable thing is to have access to accurate records showing which media pay and which do not—such records, for instance, as your agency has in abundance for practically every sort of advertising there is.

Show your client that he may enjoy advertising in the publications he reads or on the billboards he sees—but that it is a heap more profitable (brings him

Know anybody that shoe fits?—
Then remind yourself to untangle
his mind, please

more results) to use the publications or the billboards that his prospective customers see.

Thus, you can let your client understand that individual preferences may be all right, but that a choice dictated by your long-kept analytic records is sure to bring results.

ADVICE TO CLIENTS:

"Would you live with ease, do what you ought, and not what you please," says Poor Richard

How about prospective customers? Wouldn't they enjoy the advice opposite? Then send it to the names you write below:

III.

Agency Salvation

More advertising would be done, more of it would be much better done, if advertising agencies had the final word. Doubtless, there would be more cold-blooded weighing of media; equally so, there would be fewer mistakes made.

The agency of today has so much competition that it has to make good to hold its accounts. Getting results is the surest way of holding clients that was ever invented—consequently, no agency is willingly taking any chances on media.

On the other hand, the advertiser feels that it is his money and that he should be allowed to gamble on his own selections and preferences if he wants to. But if he does, the agency suffers—for it is human nature for the advertiser to blame somebody else for his own errors of judgment.

Also, tell some of those prospects about some of the accounts you've kept—quote us, if you want to, as per the opposite page

For its own salvation the agency will therefore want to be certain that the advertiser uses only such media as are known to give results consistently—which is where The Farm Journal comes in.

"He's the best physician that knows the worthlessness of the most medicines" was B. Franklin's way of saying that every agent learns by his own experience which papers not to use

Page 14 is vigorous—use it in support of your next list

IV.

What Experience Taught Us

If your client should wander from the straight path of determining a medium's value by its past record in result-bringing, he may ask you about the various kinds of farm papers—national, territorial and class. In this event, perhaps you may care to profit by our long experience as advertisers in all kinds of farm papers.

It is our observation, and we presume your records will bear us out, that, unless the manufacturer is, by capital or product, restricted to one single community or to one very limited group of purchasers, The Farm Journal will, practically without exception, outstrip the local or class publication in economy, effectiveness and general usefulness.

It is fairly well authenticated that there is no record of a state paper having regularly brought inquiries for a dealer-

The plain truth on the opposite page—now whom can you help by telling it?

sold article as cheaply as has The Farm Journal; and the analysis sheets of your own agency will prove to almost any advertiser the national publication's overwhelming supremacy for the direct seller.

One reason The Farm Journal is so strikingly supreme in selling the three great essentials of living—i. e., food, clothing, and the home—is that it is so much more a home publication than a technical discussion of soil-tilling. This necessarily breeds intimacy and encourages confidence—in other words, The Farm Journal gets closer to folks in their everyday lives. Inevitably, this increases results to the advertiser.

Another element of The Farm Journal's strength is the fact that it cannot possibly duplicate its own circulation, whereas the state and class papers inevitably have many subscribers in common.

Get that point about unduplicated circulation? Don't keep it to yourself!

V.

No Bootstrap Lifters for Us!

Again, The Farm Journal necessarily has its circulation where trade conditions are best, because the qualifications by which it judges possible subscribers are mental and financial rather than sectional. The Farm Journal cannot afford to go after subscribers who do not have the ambition and the money to respond to advertising. Automatically, our sales efforts bring us as subscribers those who have initiative and the spirit to reach out after new things. This means that our circulation is heaviest in those territories where live the most consumers and the most dealers. See color map inside the back cover.

Here are helpful statistics: In the twenty-nine states where selling conditions are best, you will find 81% of the dry goods stores, 84% of the clothing

"The spirit to reach out after new things"—it is this initiative which has led country people to towns and cities to do their shopping. Any manufacturer of a dependable article can share in this country trade by advertising to country people (preferably through The Farm Journal), at first depending on his present town and city distribution to take care of country customers. Yes, it's been done, so it can be better done. Get at it!

stores, 85% of the retail grocers, 89% of the hardware stores, 87% of the boot and shoe dealers, 81% of the drug stores, 92% of the agricultural implement dealers, 86% of the jewelry stores, 67% of all our farm population—and, if you want to know, 89% of The Farm Journal's circulation. It is in this especially good territory, too, that considerably over 70% of the farm produce of the United States is garnered—indeed, that is why this good territory is so well worth your client's attention. These statistics show indisputably that The Farm Journal has much the best of it as far as concentrated effectiveness of circulation is concerned. It is entirely true that there is no possible way to arrange a list or group of state papers which will cover the twenty-nine good states, as outlined above. This is a strong statement, but the more you know of circulations the more fully you will realize The Farm Journal's unique pre-eminence. (See chart inside back cover.)

Statistics that mean orders—see
opposite. Pass them along!

VI.

The Appreciative Reader

It follows, too, that the circulation of The Farm Journal consists more largely of those who appreciate the publication's editorial aims and business policies than can be the case with a state paper, which is confined to a given locality and yet has to show bulk of circulation if a profitably high advertising rate is to be charged.

Nevertheless, do not let your clients overlook the fact that the state and class farm papers are frequently useful, just as are the experiment station reports or bulletins of agricultural activities. Great good has been accomplished by these local publications, for they bring better farming methods to their home territories. Help your client understand that using a state paper judiciously has helped develop some small businesses into big ones. Use local papers if you can.

The exact fact calmly said—that
summarizes page 24

A point for the advertiser to bear in mind is that The Farm Journal uses state papers for its subscription advertising, thereby winnowing out the names of those most progressive in each community, and thus obtaining as our subscribers only those of the state paper's readers who respond most readily to advertising. Our subscription-getting methods simply do not reach the unresponsive type, for it is only the broad-gauge man who will seek out the paper published away from home.

Hand-picked circulation, in other words—quality!

The winnowing-out process is used by many manufacturers in seeking customers—so your client will likely appreciate the force of our comparison opposite

VII.

"Keeping Everlastingly At It"

Another test of the closeness of subscriber and publication is whether long-term subscriptions can be secured. Your client will readily appreciate that it is only the broad-gauge farmer who has the initiative to pay for a paper several years in advance. The Farm Journal has over 90% of all its subscriptions paid for on the five- and ten-year basis. (See page 80 for our guarantee to subscribers.) This large proportion of long-term circulation is unique, and shows our ability to get on an intimate basis with our readers—besides affording the manufacturer an exceptional chance to get permanently acquainted with our readers and establishing a lasting goodwill. Inasmuch as no subscription agent could make a living without renewals to look after, the state paper necessarily

"Lasting goodwill"—which client needs this most? All? Well, then, tell them *all*! Remember, too, that private brands are particularly hard to push where "lasting goodwill" is created for a trademarked-and-advertised line—besides, there are relatively few private brands in the country trade, as compared with the great number in the city

works on a one-year basis, which is all right as far as it goes—but what manufacturer would want to do business on a plan that involved a new set of customers every year?

Old friends are best; it is equally true that satisfied customers buy most

To what prospect will you read this "keeping everlastingly at it brings success" message?

VIII.

Judging Quality Folks

Quality of circulation is a characteristic in which The Farm Journal leads. This is because of the paper's personality, of the editorial "soul" that pervades every page. Quality of circulation, as you know, is invariably determined by quality of reading matter, and not by price per year, frequency of issue, grade of paper, nor territory nor subject covered.

If anyone tries to argue with you about price per year, for instance, just show that The Farm Journal sells sixty copies for a dollar, whereas most of the state papers charge \$2.50 for the 260 copies issued during the same five years. There is another great difference—The Farm Journal gets all its money at once, and puts it to work drawing interest, and for five years has no renewal expenses to incur. On the other hand, the state paper not only aver-

There is one infallible test of the quality of a paper's circulation—one and only one. That test is whether subscribers read the paper or just look at it

ages less per copy, but has the never-ending yearly renewal and soliciting expenses, and the consequent ever-recurring change in its circle of readers.

It may be worth while to explain to your client the fact that the local paper, in order to decrease these annual renewal charges by increasing the productiveness of its agents, will utilize the reputation of The Farm Journal in a clubbing arrangement. This condition is closely analogous to that wherein the retailer utilizes nationally-advertised goods to enhance his own reputation and increase his business. This latter statement is one any manufacturer will appreciate, and has carried conviction to hundreds of advertisers who did not understand all the ins and outs of circulation-getting.

The advertiser who professes not to believe in clubbing overlooks the fact that most people insist on reading more than one magazine—and that a club's popularity depends on what is offered and not on the price thereof

IX.

"The Proof of the Pudding"

Another interesting fact to point out to a client is the ability of The Farm Journal to make good for advertisers, and to show that it is making good. Explain that in every field of printed advertising (newspapers, magazines, farm papers, circulars, letters) the value of the various media used is determined by the definite returns therefrom. If a plan of advertising is adopted and does not produce so that the advertiser can see his money coming back, that plan is discarded. If some one medium fails, its use is discontinued. This point is mentioned here because some day somebody will endeavor to go over your head and tell your client that The Farm Journal is good for direct sales but less effective where dealers distribute the goods, whereas the state and class papers, which ad-

Stick by the profit-giver for it will help hold your clients—that's why The Farm Journal is important to you as well as to your client!

mittedly do not yield the bulk of traceable inquiries, are wonderful in getting the dealer's attention. This, of course, is merely the argument of a salesman trying to sell what he has rather than what the advertiser needs to buy.

Personally, we glory in the thousands of records that show The Farm Journal's strength in traced-result advertising. For the matter of that our ability to produce inquiries for dealer-sold goods is quite as pronounced as it is for getting replies for mail-order advertisers. (See page 42 for list of dealer-selling folks advertising regularly and successfully in The Farm Journal.)

By our resultfulness, you can know we pay—so can your client if he'll let you tell him!

X.

"Quod Erat Demonstrandum"

Some day your client may want you to give him a definition by which accurately to judge whether a publication goes to country people—whether it is really a farm paper or not. It is little wonder that there is doubt on this point, for the directories are naturally unable to discriminate very carefully.

Your best explanation, one that will instantly be recognized as impartial, is to say that the true farm paper is one which has at least two-thirds of its circulation going to people living on rural free delivery routes and in or near towns of under 2500 population. The Farm Journal shows 76% there, but the 65% basis is a perfectly fair one.

Describe the farmer?—well, the briefest way is to say he's one of our richer rural millions with money to spend for the goods he knows

XI.

"Follow the Leader"

If a client in some non-agricultural line is "wobbly" as to going after the farmer's trade, show him this list of representative business institutions which use The Farm Journal more or less regularly. They all go after the farm trade through dealers: Western Clock Co., Atlas Powder Co., Lyon & Healy, New Home Sewing Machine Co., H. W. Johns-Manville Co., General Roofing Mfg. Co., Pittsburgh Steel Co., American Telephone & Telegraph Co., Fairbanks Morse & Co., Chesebrough Mfg. Co., Colgate & Co., C. A. Edgerton Mfg. Co., John Lucas & Co., Chicago-Kenosha Hosiery Co., Utica Knitting Co., Buffalo Specialty Co., Enterprise Mfg. Co., S. L. Allen (Flexible Flyer), O. C. Hansen Co., Victor Talking Machine Co., Eastman Kodak Co., Stewart Hartshorn, Bar-

Illustrating what is to do by what
has been done will help convince—? who?

rett Mfg. Co., F. W. Bird & Son, Rat Biscuit Co., Genesee Pure Food Co., N. K. Fairbanks Co., Patrick-Duluth Co., Johnson Smith & Co., Mishawaka Woolen Mfg. Co., Acme White Lead and Color Works, American Sheet and Tin Plate Co., P. H. Hanes Knitting Co., Marlin Fire Arms Co., Iver-Johnson's Arms and Cycle Works, B. F. Goodrich Co., A. G. Spaulding & Bros., Reliance Mfg. Co., Aluminum Cooking Utensil Co., Firestone Tire and Rubber Co., Good-year Tire and Rubber Co., Hudson Motor Car Co., Metz Co., Maxwell Motor Car Co., U. S. Rubber Co., Florence Mfg. Co., W. F. Young, P. D. F., Wm. Skinner & Sons, United Roofing & Mfg. Co., Knox Gelatine, J. L. Stifel & Sons, R. E. Dietz Co., Studebaker, North Bros. Mfg. Co., Ivers & Pond, Hendee Mfg. Co., Standard Stained Shingle Co., Salant & Salant.

In this list you will find a proper comparison for almost any business not now

It wasn't "luck" that brought success to the firms—it was the same good sense you are ready to use for your client. They began with what distribution they had—so can your client. Nobody ever began perfect, and the only way to begin is to begin!

energetically advertised to country people. There are others to be had if you need them. Better also refer to the chart inside the back cover.

"Example is better than precept."

If you've an especially hard-to-convince client, ask yourself if we can help furnish facts

XII.

Here are Reasons "Unlike"

If a client asks why The Farm Journal is "unlike any other paper" in an advertising way, tell him:

1. It is the only big national farm paper, its circulation being largest in those sections wherein the average of farm wealth is highest. In the richest agricultural county in the United States there are approximately 11,000 farms and The Farm Journal has over 8000 five-year subscriptions.

2. It was the first paper to guarantee its subscribers against any money loss in dealing with its advertisers, having begun in 1880—and for seventeen years being the only publication of any kind to do it. This "Fair Play" plan has a tremendous influence in giving readers increased confidence in all advertising.

3. The editors make The Farm Journal companionable and cheerful and then put

Never forget "Unlike" Reason No. 1.—this is so true and so astonishing we are sometimes surprised at it ourselves!

in the practical farming help afterward—for they believe that the farmer is a human being before he is a farmer. Other farm papers are largely technical.

4. It is the only publication, farm or general, that has over 90% of its circulation on a long-term basis.

5. The Farm Journal does not have a single paid solicitor of advertising, nor a special representative of any sort—see page 62.

6. With a strict supervision of its advertising columns, declining all liquor, tobacco and medical advertising, all mining, promotive, investment and speculative advertising, all commission house, real estate agent, book publishers' agents advertising—refusing all this business, and having no solicitors or representatives, The Farm Journal carries the cream of the agricultural advertising of the country, and most of the milk, too! Certainly this is unusually good company for any advertiser.

The cream, and most of the milk,
too!—that's worth passing on,
isn't it?

XIII.

"Safety First"

If a client wonders why you want him to spend all his money in one publication, you can safely quote the testimony of one of the most skillful inquiry-getters among advertising men:

"\$2,000 in The Farm Journal is sure; \$2,000 in five or six other papers may bring as many returns, but then again it may not. There may be times when other papers outpull The Farm Journal—but for every-day, year-around dependability, I want The Farm Journal, for I always know where I am at. There's nothing spectacular about the results, you just deliver the goods, and I can count on you."

Being sure beats being sorry.

We repeat—"being sure beats being sorry."

"Some men are like shot guns—
they scatter too much. The real
key to success is concentration"

Jacob Biggle

XIV.

Position and Copy

If your client wants to know how he is going to be sure of the position he wants, show him that The Farm Journal builds up from the bottom of the page, with big cards at the bottom and the smaller ones at the top. Early education on this point often saves later heartburnings.

If he wants to go into the copy question with you, you can make it clear that, while The Farm Journal has no "censorship" rules on advertising copy, we know that statements which assail competing products or selling methods are not going to bring the results the advertiser has a right to expect from space used in boosting his own product or method. For instance, for the mail-order house to attack dealers or dealer-selling methods, or to say that the retail store is an extravagance to its patrons, is certainly not going to be

The results the advertiser expects
will come better from copy than
from claims

regarded seriously by Our Folks—and if they doubt a part of the advertisement, they will probably doubt it all. Nor is it any better for those who sell through dealers to attack mail-order methods, for such attacks never breed confidence.

The word “free” does not convince people unless that which is offered is clearly given without obligation to the subscriber. In other words, if a thing is free, it is free—the half-truth is inevitably harmful to the entire advertisement.

Inasmuch as all advertising in The Farm Journal is appearing in a paper with a “Fair Play” policy, it is a pretty good thing for your client to make sure that extravagant or misleading statements of all kinds are omitted—otherwise Our Folks will at once notice the discrepancy between our editorial plan and the advertiser’s statement, and where wonderment sets in doubt follows and the manufacturer loses. It is likely to be “extravagant” or “misleading,” for instance, to claim the “best” or “highest” anything,

Is there any other point your client
needs to know about?

or to sell "cheaper" than anyone else, or to do some manifestly impossible or impractical thing.

You will readily see that we make these suggestions solely so that your client and advertisers generally will get better results. We know by our own experience in advertising The Farm Journal itself that it is hard to do full justice to any product without making strong claims—yet we also know that moderation and sincerity will sell goods where exaggeration, or even undue enthusiasm, only bewilder the reader. It may not always be easy to get your client to appreciate your viewpoint in this regard, but any issue of The Farm Journal will serve to illustrate the fact that it is the strongest organizations whose advertisements are the most conservative and forceful.

Prove your case for good copy by
what is now in The Farm Journal—
"seeing is believing!"

XV.

Dealer-sold and Direct-sold

Show your client, if you like, that over 70% of the advertisements* in The Farm Journal are for dealer-sold goods. Emphasize, too, the fact that, as more and more manufacturers are finding out that country dealers are eager to make quick profits and frequent turn-overs, the amount of ask-your-local-store advertising is growing steadily.

The proportion of for-the-dealer advertising already appearing in The Farm Journal is a valuable point for the manufacturer's salesmen to use on retailers who are not as well informed on farm paper advertising as they might be. Your client may be sure that the paper which does best with the consumer will also do best for the dealer!

*In this count we naturally exclude the small poultry and nursery advertisers who couldn't possibly sell through the retail trade even if they wanted to.

Are most of The Farm Journal's
advertisements keyed? Over
99 9/10%—we're "purer" than
Ivory!

XVI.

Impartial Justice

If a client asks why The Farm Journal has no advertising solicitors, you will earn our thanks by explaining that it is our belief that all media should be judged solely on the basis of results.

As long as The Farm Journal brings business to advertisers, we will receive orders for space; when it fails to bring results the advertiser should seek another medium.

Undoubtedly, this is a hard test, but the fact that so many advertisers continue to use "the little paper" year after year is good evidence of our consistent business-bringing ability. If you want corroborative facts about our resultfulness, your own agency's records will doubtless supply all you need. (See insert in back of book for records covering thirty-seven years.)

This test of results is a hard one. Your client's goods have to pass it. Why not also his advertising media?

Your client will also be interested to know that such national sellers as Nestle's Food Co., Three-in-One Oil Co., J. W. Lyons & Sons, Knox Gelatine Co., Cream of Wheat Co., Butler Bros., Baltimore Bargain House, etc., have no salesmen, but depend on getting new customers by satisfying old ones, just as The Farm Journal does.

A goodly company?—yes, we are glad of these neighbors in our way of doing business

If these aren't enough to use by way of example, let us try again

XVII.

Protection of Industry

As your client will admit, patents, trade-marks and copyrights assure to inventors, authors and manufacturers the benefits of their originality. We go a step further and believe that advertising is performing much the same function for what is nature-produced (trees, plants, etc.*), as well as for the man-made articles of commerce.

This belief is perhaps an outgrowth of our "Fair Play" policy, which continues to eliminate unfair competition between advertisers, thus serving the best interests of Our Folks and giving them increased confidence in all advertised goods.

*The "invention" of a new potato, for example, would easily be worth a million times more to the human race than the writing of another "Tipperary," although the latter can now be legally protected while the former perhaps cannot. What the potato "inventor" can do, however, is to advertise persistently, receiving all the benefits of his originality because he alone may urge the merits of his discovery.

To which client does this apply?

XVIII.

As to Being at the Top

When your client asks why The Farm Journal is so often at the head of the list, tell him that it is because of the editorial excellence of the paper—because it gets so close to its readers—because it emphasizes living first and tilling second—because it helps them to do the little things, and life is made up of little things—because its pages are honest and pure, and full of sunshine and hope—because we treat subjects in season only and know what to leave out as well as what to put in, that is, to boil things down, and we like a little fun as we go along—because our contributors are practical men and women who write with their sleeves rolled up, and who briefly and plainly tell the best and most profitable ways of doing things on the farm and in the house, as learned from actual experience.

For years and years and years this has been true—but not half enough advertisers know it for their own good. Who will you help? Why not send them the paper itself?

XIX.

The Punch that Gets the Dealer

If an advertiser wants to discuss the relative values of large and small space you can point out that it is your idea that the strong mediums should be used in a big way. Small space usually brings inquiries more cheaply, of course, but this doesn't mean any great volume of business—and to most advertisers volume of business is essential.

You can press home the point that dealers are rarely much impressed with small space. If your client wants the dealers to know he is advertising for their benefit, he will not only have to tell them so, but he will have to show the space, too.

And, you can go even farther: you can say that to your way of thinking the very best story that was ever told a dealer can be told about advertising in The Farm Journal. Your client can show, by cir-

Page 70 will earn its way close to the mind of the client who considers the dealer important

cular and letter sent directly to the dealer, something of The Farm Journal's "Fair Play" notice, proving to the dealer that he has three guarantees to offer—his own, the manufacturer's and then The Farm Journal's. This element of novelty is useful in attracting the dealer's attention.

If you feel so disposed, you can elaborate on this thought by expressing your belief that the average advertiser in The Farm Journal doesn't begin to get the good out of the "Fair Play" notice that is there. That notice alone is worth every cent spent for space in The Farm Journal—it can be made to hit the dealer so hard that pretty soon he will begin to ask whether the goods are advertised in, and backed up by, The Farm Journal.

It has been the experience of those who have tried it, that the little "Fair Play" notice can do more real preliminary merchandizing for advertisers than any one feature any agency can buy for them.

Three guarantees, let your client
observe, always beat out the one

XX.

There is a Time for All Things

The question of using space in the "off" months perplexes many advertisers. Your own experiences will convince you that persistency is essential—use big space in the sales seasons and just a little reminder copy the rest of the year. In practically every case where tests have been made the small copy has not only paid for itself, but has reduced the "overhead" on the entire year's expenditure.

If your client wants confirmation of your belief as to continuity of effort and the value of persistence, ask him on what day of the week collars or shoes or any other necessity should be advertised to get his trade. There's only one answer, of course—the advertising should appear all the time if the manufacturer is to be certain that the man who is ready to buy is reminded at the psychological moment.

There is a time for all things—
on whom should page 74 be im-
pressed?

As you doubtless already know, our most persistent advertisers seem always to be unusually successful organizations—perhaps this somewhat parallels the old adage that the biggest rivers seem to go out of their way to flow by the largest cities.

Genius is inspiration and industry—mostly
industry

"Diligence overcomes difficulties," says Ben. Franklin—and he meant his adage for your client as much as for anyone else, didn't he? And doesn't diligence imply persistence? Then keep the copy going!

XXI.

Circulation Details

Full details of circulation and circulation-getting appear in the reports of the Audit Bureau of Circulations. For your convenience, here are the summarized facts:

(1) We have no one-year subscription price.

(2) We have no newsstand sales.

(3) We do not give premiums.

(4) We do not employ canvassers on salary.

(5) We immediately renew from 26% to 73% of our subscribers.

(6) We have no bulk circulation, and run no contests.

(7) Direct subscriptions from circulars, letters and advertising form the most of our circulation.

(8) None of our subscriptions are in arrears.

None of these things are to be forgot—and come to headquarters if you need more

XXII.

The "Money-Back" Idea

The money-back idea is one that interests all advertisers. If your client wants to know what The Farm Journal's policy is, tell him that even those country people who are unacquainted with the paper do not hesitate to subscribe on our regular long-term basis, for they get these absolute guarantees:

"(1) Within three months after paying for The Farm Journal any subscriber may notify us to stop the paper, and the full amount paid for the subscription will be refunded; and

"(2) After three months any subscriber may order The Farm Journal discontinued, for any reason, or for no reason, and the unused proportion of the amount paid for the subscription will be refunded."

Ask your client if there be anything fairer to readers?

None of your clients go any further than this in assuring their own customers' satisfaction, for there is no broader or more liberal guarantee that can be made.

The only guarantee that ever counts is the one that's rarely used. We refunded money to eleven subscribers last year

Which client will be interested in our plan?

XXIII.

The Bigger Market

The "money back" policy was originated in 1880 by The Farm Journal. Our "Fair Play" notice establishes a bond of confidence between reader and advertiser, securing in one month what it might otherwise take years to gain—the trust and faith of the reader. It enlarges the vision of the subscriber, giving him an opportunity to buy in the broad market of the whole country. It takes your client right into the home and introduces him to the whole family as a friend. The notice says:

"We believe, through careful inquiry, that all the advertisements in this paper are signed by trustworthy persons, and to prove our faith by works, we will make good to actual subscribers any loss sustained by trusting advertisers who prove to be deliberate swindlers. Rogues shall not ply their trade at the expense of our subscribers who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts. This offer holds good one month after the transaction causing the complaint; that is, we must have notice within that time. Medical advertisements positively refused. In all cases in writing to advertisers say, I saw your advertisement in The Farm Journal."

Confidence and results are inseparable—see how it is in your business, in your client's business. And then make use of the confidence we've been receiving all these years, and introduce your client to Our Folks

XXIV.

Onward, Always Onward

The growth of The Farm Journal since its foundation in 1877 has been continuous and in recent years quite rapid, as the following table shows:

Year	Average circulation per month	Year	Average circulation per month
1877.....	12,075	1896.....	350,096
1878.....	15,000	1897.....	379,764
1879.....	17,000	1898.....	381,840
1880.....	25,000	1899.....	392,489
1881.....	50,000	1900.....	467,525
1882.....	80,000	1901.....	519,433
1883.....	125,000	1902.....	528,127
1884.....	162,879	1903.....	544,676
1885.....	145,000	1904.....	593,880
1886.....	146,000	1905.....	563,266
1887.....	203,258	1906.....	551,633
1888.....	186,875	1907.....	573,083
1889.....	215,000	1908.....	614,569
1890.....	236,900	1909.....	671,981
1891.....	228,637	1910.....	784,244
1892.....	239,666	1911.....	806,947
1893.....	259,141	1912.....	857,633
1894.....	331,225	1913.....	852,181
1895.....	369,553	1914.....	910,461

Figures mean little to most advertisers without your skilled interpretation

XXV.

The One Key to Success

But the main thing is to emphasize results, first, last and all the time. We don't say this so much because The Farm Journal is so consistently a result-bringer, but because this is the indispensable basis of all advertising success.

Keep your client on this track and you will have him tied to you for life, and his successes will inevitably bring you new business. Getting results for your advertisers starts an endless chain of good-will—results for the advertiser thus mean results for you.

If there be a client you particularly want to keep, let him use the best result-givers—among which The Farm Journal will gladly be

Gumption

is a monthly publication that talks country selling first, last and between times. Incidentally, to point the moral or adorn the tale, it quite occasionally mentions The Farm Journal. We frankly admit it is the best house organ published. Every one of your clients and prospects should be reading it—and we will do our part if you will do yours by sending us names and addresses.

Moreover, if there is any special argument you have found successful in making better advertisers, let us have it, too, and we will see if we can get more gumption into Gumption's readers. It will help us both!

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Note—"cc" refers to the chart inside of the back cover; "cm" refers to the colored map.

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“The Tell-tale Book”

This helpful publication, used by hundreds of advertisers, is big enough to contain a daily record of results from forty-six mediums. There are spaces for number and cost of inquiries and sales, with adequate space for a yearly summary. We give it to national advertisers because we have faith in The Farm Journal to prove itself in any fair comparison—and we are glad to help advertisers make such tests as accurately and conveniently as possible. Ask for as many copies as you need. Well-kept records increase the effectiveness of your service to the advertiser. “Who closes eyes, ill luck will sure betide”—so make your client keep careful tab on things.

Advertising Rates

Per Agate Line

January	\$4.50	July	\$4.00
February	4.50	August	4.00
March	4.50	September	4.00
April	4.50	October	4.50
May	4.50	November	4.50
June	4.00	December	4.50

No time or space contracts or special rates of any kind.
Rates subject to change without notice.

Orders specifying position or for a longer period than one year from their dates not accepted.

The right is reserved to reset advertisements or to lighten up black-faced electrotypes by stippling.

No deductions or rebates for error in key number.

Changes and cancellations should be sent at least one month in advance of closing date. Last forms close the 5th of the month preceding publication. (First form of July, for instance, goes to press May 6th; last form June 5th.)

Agency commission 13%; cash discount 3%. Commissions and discounts subject to change without notice.

Things to Remember

Country population of the United States exceeds city population by ten million.

Farm property valued at about twice all the country's railroads and street railways are capitalized at—\$40,991,449,090 for farm property and \$22,240,603,568 for transportation lines.

Farm products each year are over ten times annual gold production—\$9,751,119,000 worth of farm products as against \$91,685,168 of gold.

More country people than city people own their own homes—44.4% as against 23.4%. Half as many country people as city people rent—35.6% as against 63.7%.

More country families than city families have incomes of over \$1000 a year. The margin is small (30.4% as against 30.1%), until you remember that \$1000 a year in the country is equal to from \$1200 to \$2400 in the city.

Practically no illiteracy in the country. Foreign element also very small. On the other hand, twenty cities in the United States hold over thirteen million foreign population—or over one-fourth of our entire city population.

The Farm Journal has educated its readers to better farming and better living—let it help your client develop better buyers of better goods.

REDUCTION

RATIO

14:1

2.5 mm
ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz
1234567890

2.0 mm
ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz1234567890

1.5 mm
ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz1234567890



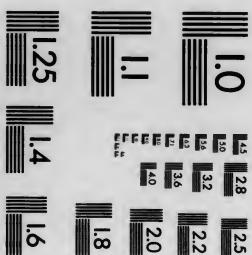
PM-MGP 13"x18" METRIC GENERAL PURPOSE TARGET PHOTOGRAPHIC



200 mm

150 mm

100 mm



1.0 mm
ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz1234567890

1.5 mm
ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz1234567890

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abcde fghij klmnopq rstuvwxyz1234567890

2.5 mm
ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz1234567890



A4

A5

A3

PRECISIONSM RESOLUTION TARGETS



1303 Geneva Avenue
St. Paul, MN 55119

ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz
1234567890

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abcde fghij klmnopq rstuvwxyz1234567890

3.5 mm
ABCDEF GHIJ KLMNOPQRSTU VWXYZ
abcde fghij klmnopq rstuvwxyz1234567890



The Chart of Repeated Successes

[showing the records of a few advertisers whose copy is generally familiar, when they began and how continuous they have been.]

It is only the satisfied advertiser who continues year after year, no matter how the rate changes.

Agricultural Accounts

Selling through dealers

S. L. Allen Co.—implements
Jas. Lefell Co.—machinery
Rumley Co.—tractors, etc.
Stark Bros.—fruit trees
Nordyke & Marmon—mills
De Laval Separator Co.—separators
Fairbanks-Morse Co.—machinery

Selling by mail

W. Atlee Burpee & Co.—seeds
Dingee & Conard—roses
Henry A. Dreer—plants
Jones of Binghamton—scales
Benj. Hammond—slug shot

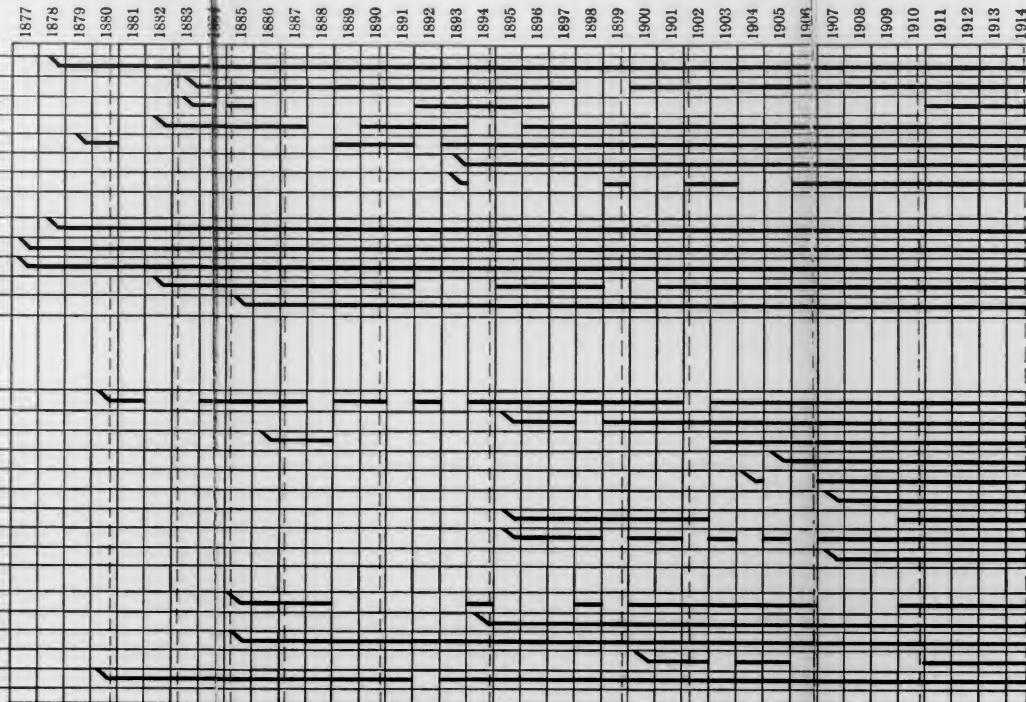
General Accounts

Selling through dealers

Enterprise Mfg. Co.—meat choppers
F. W. Bird & Sons—roofing
Marlin Firearms Co.—rifles and guns
Union Carbide—lighting systems
Eastman Kodak Co.—cameras
Victor Talking Machine Co.—victrolas
Mishawaka Woolen Co.—rubber boots
National Lead Co.—paint ingredients
Acme White Lead & Color Co.—paints

Selling by mail

Montgomery Ward & Co.—merchandise
Sears-Roebuck & Co.—merchandise
Cornish Organ Co.—pianos
National Cloak & Suit Co.—clothing
Maher & Grosh—pen knives



[..... dotted lines denote approximate dates of rate increases.]

Observe that some of these advertisers were not in existence when The Farm Journal began—observe too that many of them did their first advertising in The Farm Journal.

NOTICE that in the last few years advertisers have emphasized their belief in The Farm Journal by increased persistence in telling their stories to Our Folks—not a break anywhere! We can show other records just as good, if you are interested in any particular line.

We Grow As Our Advertisers Grow

This chart shows that those who keep tabs on their advertising most carefully continue in The Farm Journal most regularly, and that the paper pays those who sell through dealers and those who sell direct by mail.

All of those mentioned are leaders. Their success is evident. They keep on advertising in The Farm Journal because it pays and because they know it pays. You too can succeed if your copy answers the needs of Our Folks, for there is no question about The Farm Journal itself.

If you want other records, in other lines, you can have them. Month for month, not merely season for season or year for year, 68% of The Farm Journal's advertisers come back—a renewal record that counts most among those who best know how many publications

are energetically seeking business, and who also recall that The Farm Journal still does business in the belief that the advertiser and the agency invariably want the tried-and-proven medium about whose ability there is no argument.

Observe the variety of businesses represented. Let your mind remember, too, that where the youngsters have withdrawn from an old firm and started for themselves they have begun with The Farm Journal.

Remember that nothing succeeds like success. Our growth depends on our advertisers' growth, so their continued progress very definitely points the possibilities that await you among Our Folks.

The Farm Journal

A. B. C. MEMBER

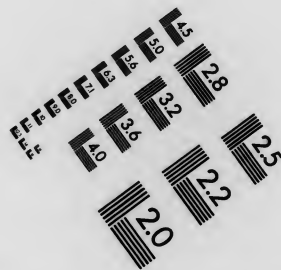
Washington Square
Philadelphia

over 900,000 copies every issue

REDUCTION RATIO

9:1

PM-MGP 13"x18"
METRIC GENERAL PURPOSE TARGET
PHOTOGRAPHIC

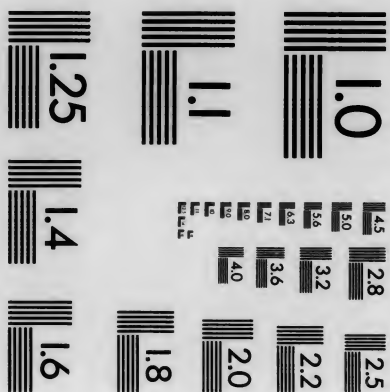
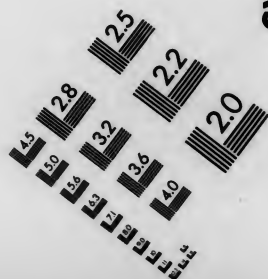


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A5



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abcdefghijklmnopqrstuvwxyz1234567890

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1234567890

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1.5 mm

2.0 mm

2.5 mm

PRECISIONSM RESOLUTION TARGETS

Century



1303 Geneva Avenue

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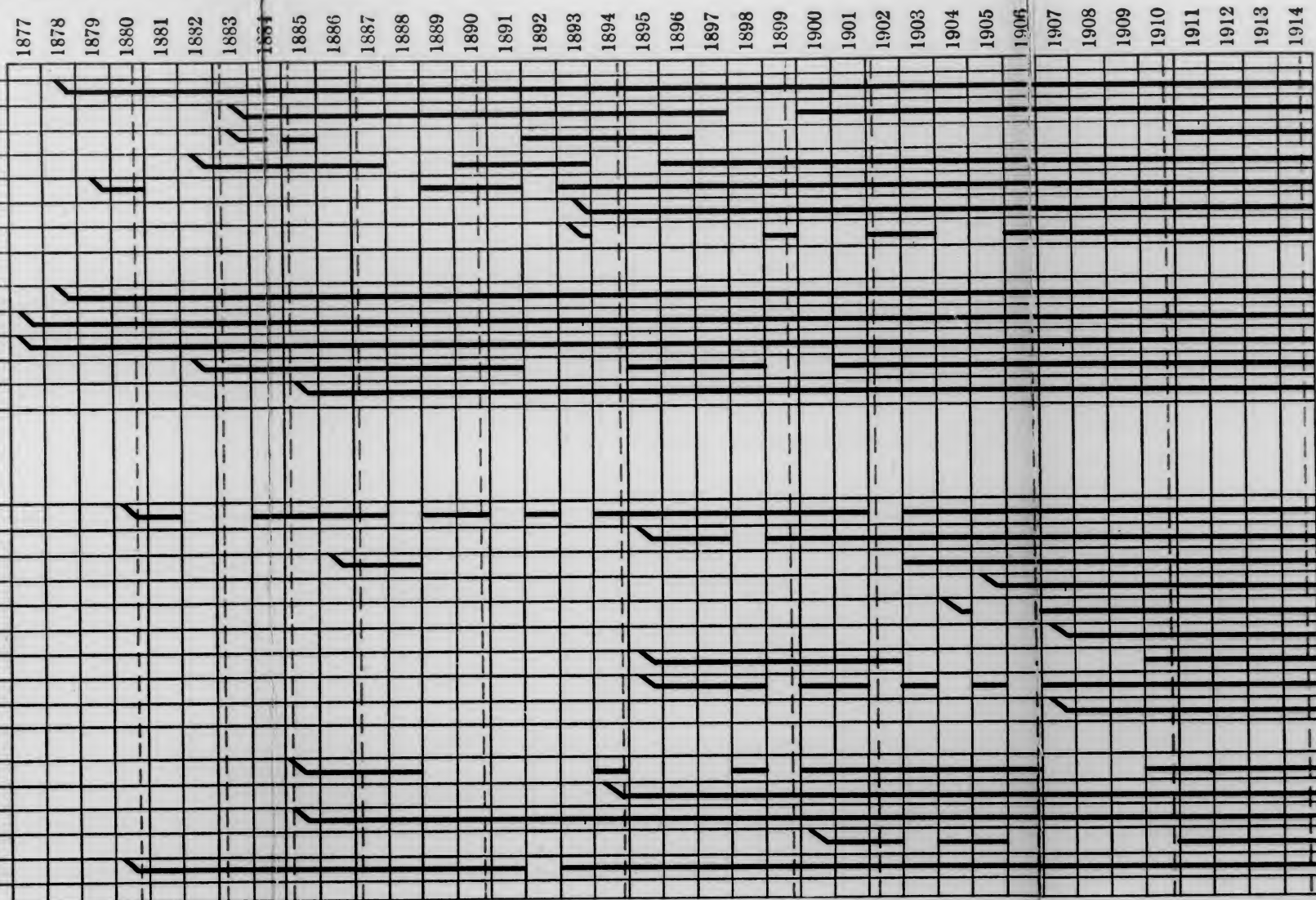
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Maher & Grosh—pen knives

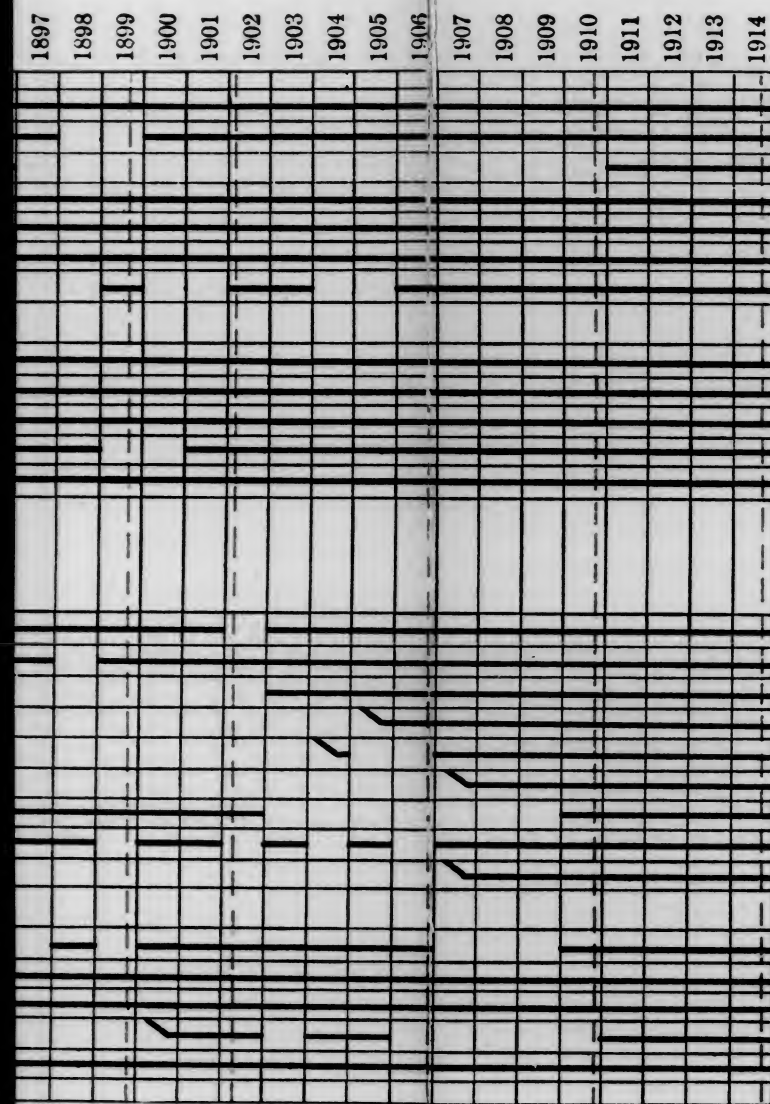


[----- dotted lines denote approximate dates of rate increases.]

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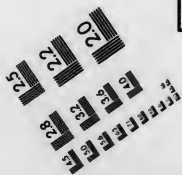
Washington Square
 Philadelphia

over 900,000 copies every issue

REDUCTION

RATIO

14:1



4.5 mm

3.5 mm

3.0 mm

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The Map of Your Sales Opportunities



Not only does The Farm Journal have 89% of its circulation in the most responsive selling territory, as indicated by the pink sections of this map, but it is the one widely-circulated medium which really gets the greater proportion of its circulation into country homes. To get to farm people you've got to use the paper they read. 76% of The Farm Journal's over 900,000 subscribers live on R. F. D. routes and in and near towns of under 2500 population—in other words, they are sure-enough farm folks. 10% more live in towns of between 2500 and 10,000; 6% in towns of between 10,000 and 25,000; 4% in towns of between 25,000 and 100,000 and 4% in cities over 100,000—and they all have had enough interest in farming to hunt us up, for our subscription efforts are never directed cityward.

Your own knowledge of commercial geography will tell you that the pink section of this map emphasizes the most responsive sales territory in this country. The real bulk of the trade is there and so are the best distributing facilities, the best roads and the best schools.

No matter what you make or want to sell you

need people of means and responsiveness as customers. You get them best through the publication which has the largest proportion of its readers among the best buyers. We admit the superiority of The Farm Journal. If you want statistics, look under "Where Selling Is Easiest."

[Circulation figures, in great detail, can be had from the Audit Bureau of Circulations.]

Where Selling Is Easiest

[and, consequently, most profitable]

In twenty-nine states (as is indicated by the pink sections of the map) are produced over 70% of all our agricultural products. In this rich territory are

20,304 dry goods stores—or	81%	of the total
14,569 clothing stores —	84%	" " "
115,794 grocery stores —	85%	" " "
85,860 general stores —	65%	" " "
15,804 jewelry stores —	86%	" " "
24,318 hardware stores —	89%	" " "
16,633 shoe stores —	87%	" " "
30,140 drug stores —	81%	" " "
14,062 implement stores—	92%	" " "

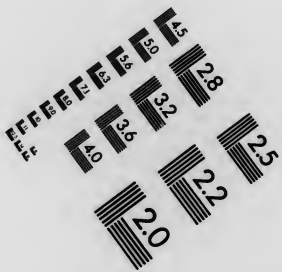
In these same twenty-nine states are 67% of the farm families (the richer rural millions, according to the census) and 89% of The Farm Journal's circulation—which is, incidentally, a better showing than is made by any other generally-circulated publication:

Thus, you will see that not only is The Farm Journal the most widely-read country-going publication, but it has the most of its readers where you will do most of your selling. It is self-evident that The Farm Journal is your most dependable choice for advertising to people who can buy.

REDUCTION RATIO

9:1

PM-MGP 13"x18" METRIC GENERAL PURPOSE TARGET PHOTOGRAPHIC

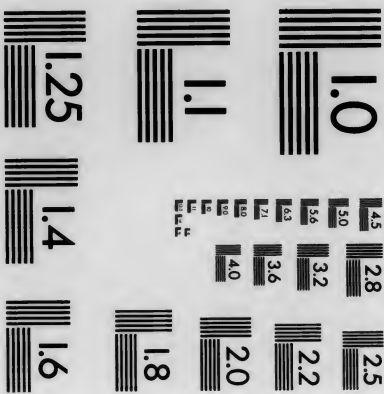
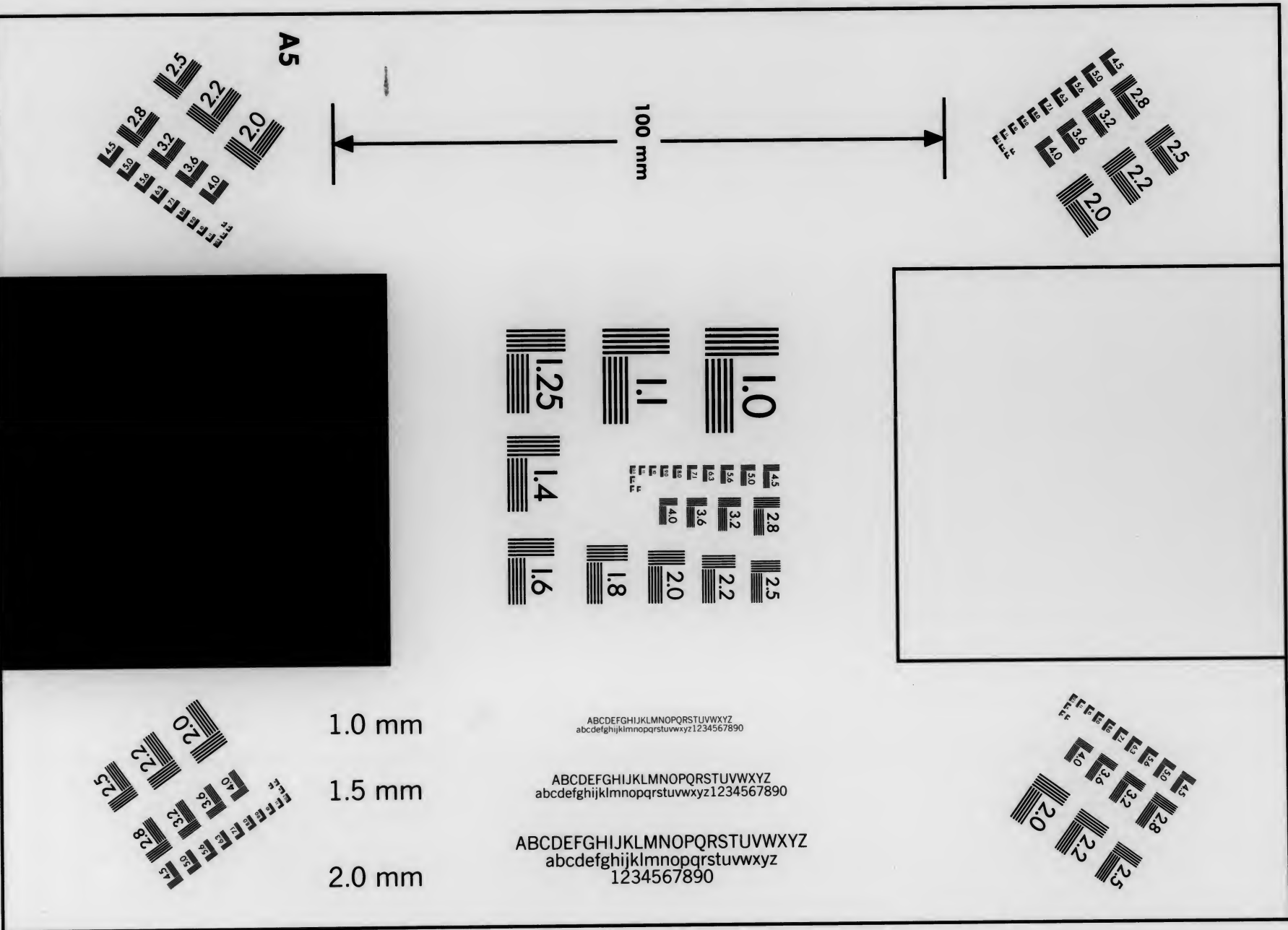
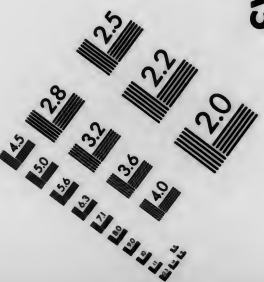


150 mm

100 mm

A4

A5



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abcdefghijklmnopqrstuvwxyz1234567890

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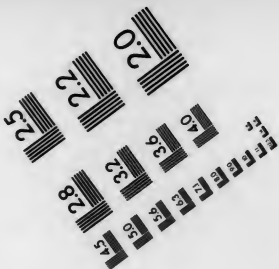
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1.0 mm

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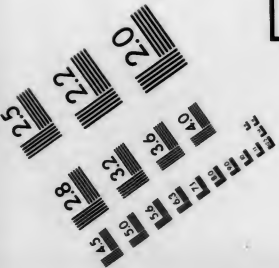


PRECISIONSM RESOLUTION TARGETS

Century



1303 Geneva Avenue



The Map of Your Sales Opportunities



Not only does The Farm Journal have 89% of its circulation in the most responsive selling territory, as indicated by the pink sections of this map, but it is the one widely-circulated medium which really gets the greater proportion of its circulation into country homes. To get to farm people you've got to use the paper they read. 76% of The Farm Journal's over 900,000 subscribers live on R. F. D. routes and in and near towns of under 2500 population—in other words, they are sure-enough farm folks. 10% more live in towns of between 2500 and 10,000; 6% in towns of between 10,000 and 25,000; 4% in towns of between 25,000 and 100,000 and 4% in cities over 100,000—and they all have had enough interest in farming to hunt us up, for our subscription efforts are never directed cityward.

Your own knowledge of commercial geography will tell you that the pink section of this map emphasizes the most responsive sales territory in this country. The real bulk of the trade is there and so are the best distributing facilities, the best roads and the best schools.

No matter what you make or want to sell you

need people of means and responsiveness as customers. You get them best through the publication which has the largest proportion of its readers among the best buyers. We admit the superiority of The Farm Journal. If you want statistics, look under "Where Selling Is Easiest."

[Circulation figures, in great detail, can be had from the Audit Bureau of Circulations.]

Where Selling Is Easiest

[and, consequently, most profitable]

In twenty-nine states (as is indicated by the pink sections of the map) are produced over 70% of all our agricultural products. In this rich territory are

20,304 dry goods stores—	or 81%	of the total
14,569 clothing stores —	“ 84%	“ “ “
115,794 grocery stores —	“ 85%	“ “ “
85,860 general stores —	“ 65%	“ “ “
15,804 jewelry stores —	“ 86%	“ “ “
24,318 hardware stores —	“ 89%	“ “ “
16,633 shoe stores —	“ 87%	“ “ “
30,140 drug stores —	“ 81%	“ “ “
14,062 implement stores—	“ 92%	“ “ “

In these same twenty-nine states are 67% of the farm families (the richer rural millions, according to the census) and 89% of The Farm Journal's circulation—which is, incidentally, a better showing than is made by any other generally-circulated publication:

Thus, you will see that not only is The Farm Journal the most widely-read country-going publication, but it has the most of its readers where you will do most of your selling. It is self-evident that The Farm Journal is your most dependable choice for advertising to people who can buy.



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[detail, can be
of Circulations.]

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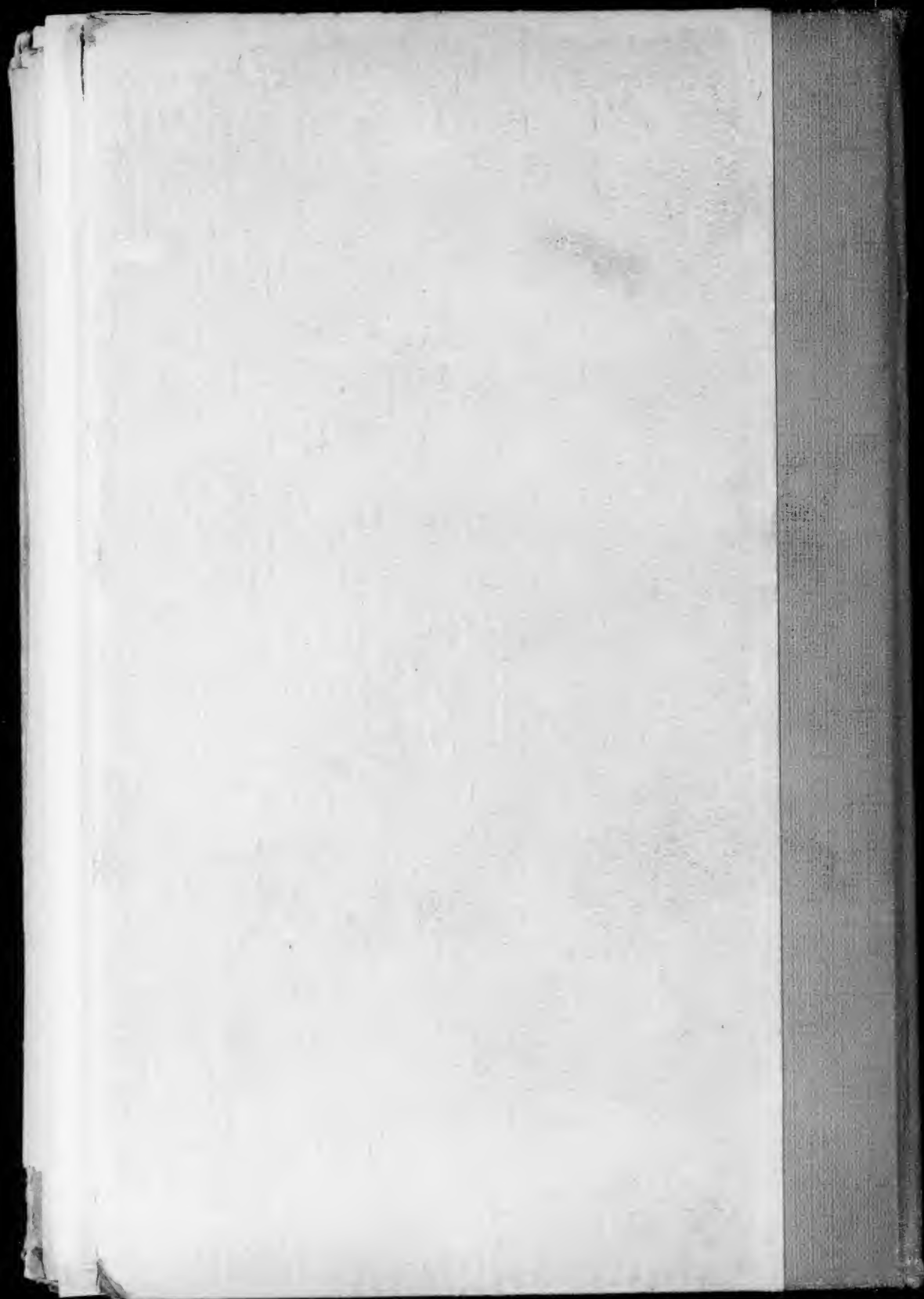
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